

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**(Attorney Docket № 14309US02)**

In the Application of:

Jeyhan Karaoguz, et al.

***Electronically Filed on July 31, 2009***

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM  
SUPPORTING PERSONAL  
ADVERTISEMENT CHANNEL  
AND ADVERTISEMENT  
INSERTION INTO BROADCAST  
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2427

Confirmation No. 5572

**AMENDMENT UNDER 37 C.F.R. § 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office Action mailed May 11, 2009. The Applicants respectfully request reconsideration of the claim rejections in view of the following amendments and remarks.